

APPLICATION FORM FOR ULI ADVISORY SERVICES PANEL ASSIGNMENTS

■ Please provide the following information:

<i>Date of Application:</i>	July 12, 2002
<i>Lead Applicant Organization</i>	Los Angeles Harbor/ Watts EDC
<i>Contact Person:</i>	Frank O'Brien
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1. STATEMENT OF THE PROBLEM

ULI Advisory Services panel is needed to review and make recommendations for an integrated development plan for the waterfront and historic downtown business and residential areas in San Pedro, California. San Pedro is a community within the City of Los Angeles and its boundaries include the Port of Los Angeles, the world's 3rd most active seaport.

Los Angeles harbor business volume is sustained by world trade trends while San Pedro's historic downtown commercial and residential areas have been adversely affected by the economic, land development and social changes common to urban areas throughout the country.

City of Los Angeles redevelopment efforts over 30-years within San Pedro have been unsuccessful. At the same time, the 4-mile long adjacent San Pedro waterfront, under the jurisdiction of the City Harbor Department, contains a variety of maritime-related uses, industrial sites, abandoned, vacant or underutilized locations and disconnected areas with only a scattering of successful commercial enterprises.

Interest and effort by local elected officials and community stakeholders have culminated in the recent approval by the City of Los Angeles of separate development plans for San Pedro's waterfront and downtown areas. The ULI panel should address the following key issues:

- How can implementation of the downtown and waterfront development plans be coordinated?
- What distinctive local assets, whether physical, economic or civic, can serve as the basic success factors for both an immediate and long-term coordinated development plan?
- What local liabilities or challenges must be overcome to carry out the coordinated plan?
- How should key public investments be evaluated, prioritized, planned, funded and constructed?

- How should private investments at key public land development sites be evaluated, prioritized, planned, funded and constructed?

2. QUESTIONS TO BE ADDRESSED BY THE ULI PANEL

Local stakeholders have resolved a number of many long-standing issues concerning coordinated development of the San Pedro downtown and waterfront. Current consensus views are contained in the findings and recommendations of the recently concluded waterfront planning effort and redevelopment plan. These and other background materials will be provided to ULI and the panel.

Stakeholders are very interested in ULI and the panel providing outside objective assessment of plans and in making recommendations on key remaining open issues. We anticipate that the panel will bring “lessons learned” from elsewhere, both successes and failures, to provide actionable plans for prompt implementation. Among the most significant open issue is the question of how coordinated development of the downtown and the waterfront can be carried out effectively.

Preliminary overview questions to be addressed by the ULI panel are listed below:

- *Market Potential.*

How can public infrastructure investments be properly valued, both for direct financial returns and for return of public benefits?

What are current and projected future key economic factors that private investors will consider when evaluating investment in San Pedro downtown and waterfront?

How can public and private investment be best structured to achieve stakeholder objectives?

- *Planning and Design*

Are the public infrastructure improvements and public uses identified in current plans appropriate?

How can standards of public and private design be established and enforced?

How can all public agencies, community stakeholders and the public collaborate in continued development of the coordinated plan?

- *Development Strategies*

Are the overall priorities for public and private development appropriate?

Are the anticipated phases of development appropriate and feasible?

How can the preminent role of public benefits be insured as private development is incorporated into the waterfront development plan?

- *Implementation*

What alternative structures (for governance, financing, project management) are available to implement the coordinated downtown – waterfront development plan?

3. MANAGEMENT PLAN

Sponsor Economic Development Cooperation will be responsible for preparing the briefing book.

Local organizations / individuals who will participate in the panel process include:

Hon. James Hahn – Mayor of Los Angeles

Hon. Janice Hahn – Councilwoman, City of Los Angeles

Nick Tonsich – President, Board of Harbor Commissioners

Camilla Kocol – Board of Harbor Commissioners

Jim Cross – Chamber of Commerce

Alan Johnson – Jerico Development Corp.

John Mavar – Hon. Mayor of San Pedro

Frank O'Brien – Economic Development Cooperation

Frank Pisano – Port Steamship Association

John Schafer – Board, Community Redevelopment Agency

Renee Simon – Community Representative

June Smith – Port / Community Advisory Committee

Jayne Wilson – Chamber of Commerce

Gary Young – Piledriver Union

The following should be interviewed to gather background information:

Elected Officials and staff:

Hon. James Hahn, Mayor of Los Angeles

Hon. Janice Hahn, Councilwoman

Hon. Alan Lowenthal, State Assemblyman

City and State Agencies

City Harbor Department

Port Community Advisory Committee

City Community Redevelopment Agency

City Planning Department

State Lands Commission

State Coastal Conservancy
State Coastal Commission

NGOs / Community Stakeholders
CRA Community Advisory Committee (CAC)
Chamber of Commerce
Economic Development Corporation
Neighborhood Councils
Residents / Homeowners Associations
Steamship Association
Harbor Association of Industry and Commerce
Longshore Unions
Sierra Club
Natural Resources Defense Council
San Pedro Historical Society

4. SPONSOR INFORMATION

Many times there are more than one sponsoring organization. Describe the organization(s) that will serve as the sponsor(s) for the assignment.

The project will be jointly funded by the Harbor Department, the Community Redevelopment Agency and the San Pedro Chamber of Commerce. The EDC is the applicant and project manager. The following information is provided for the EDC:

- *Is it a private company?* No.
- *Is it a public agency?* No.
- *Is it a nonprofit development organization?* Yes
- *What are the typical activities of the organization?* Land use planning, preparation and implementation of development plans; project management
- *What role does it play in this particular study site?* The EDC completed in June 2002 a plan for the waterfront and downtown San Pedro interface. EDC has been an active participant in development of the Redevelopment Agency plan adopted in May 2002.
- *Include a brief history and note important recent projects and events.*

Los Angeles City election	July 2001
World Trade Center attack	September 11, 2001
CRA Plan adopted	May 2002
Port Community Adviosry Committee	Feb 2002
San Pedro Neighborhood Councils	Feb 2002
Waterfront/Downtown Plan	Jun 2002

